



PRESS RELEASE

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WITHOUT FUNDRAISERS CHARITIES WOULD LOSE BILLIONS, NEW RESEARCH REVEALS

Vital charity income would be slashed by billions of pounds a year if it wasn't for the work of professional fundraisers, new YouGov research reveals today.

According to the results of the survey, commissioned by the Institute of Fundraising, whilst 63% of people questioned had given to charity in the past three months nearly half (46%) of those prompted to donate, would have given less -or nothing at all - if they hadn't been asked by fundraisers.

Fundraising activity made a particular impact on men, with 45% reporting that they would not have donated at all if it hadn't been for a fundraiser's ask.

"It is gratifying to see that the public recognise the vital importance of employing properly trained staff to foster relationships with donors and raise funds," says Peter Lewis, Chief Executive of the Institute of Fundraising, the professional membership body for UK fundraisers.

"In these tough economic times charities are increasingly relying on donations to deliver the important work they do so properly trained fundraisers are vital. Indeed, nearly three quarters of people surveyed thought that it was a positive thing for charities to employ staff to undertake fundraising."

YouGov surveyed 1999 people across the UK in late January and early February to gain insight into their views on fundraising and charity giving. Whilst just over a third (34%) of people who recently gave said they had not been prompted to donate the vast majority – 66% - reported that a fundraising ask had led them to stump up cash.

The full report will become available later this spring on the Institute website.

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NOTES TO EDITORS

1. **In January 2012** the Institute of Fundraising calculated, based on Charity Commission voluntary income statistics, that its members generated in excess of £4,278, 500,000 per year, excluding legacy donations.
2. **All figures**, unless otherwise stated, are from YouGov Plc. There was a total sample size of 1,999 adults in Great Britain. Fieldwork was undertaken between 30th January 2012 and 1st of February 2012. This survey has been conducted using an online interview administered members of the YouGov Plc GB panel of 300,000+ individuals who have agreed to take part in surveys. The figures have been weighted and are representative of all GB adults (aged 18+).
3. [Institute of Fundraising's](#) mission is to support fundraisers, through leadership, representation, standards setting and education, to deliver excellent fundraising. Members are supported through training, networking, the dissemination of best practice and representation on issues that affect the fundraising environment. The Institute of Fundraising is the largest individual representative body in the voluntary sector with 5300 Individual members and 340 Organisational members.
4. [YouGov](#) is an international, full service online market research agency offering custom research, omnibus, field and tab services, qualitative research, syndicated products and market intelligence reports. Founded in the UK in 2000, YouGov is considered the pioneer of online market research. Our unique fully integrated online model has a well-documented and published track record illustrating the accuracy of its survey methods and in turn the quality of its client service work.